

Advertising: A Magazine for Negro Women

By PHILIP H. DOUGERTY

Some of the best brains in publishing and advertising have contributed to the creation of *Essence*, a magazine for Negro women, due for publication April 28. A dummy of it was unveiled yesterday and a handsome piece of work it is.

The introduction was made at Young & Rubicam, which is doing the new magazine's advertising.

Few magazines in publishing history have had more going for them, and Jonathan Blount, the 24-year-old president of the Hollingsworth Group, the publishers, told of some of the support behind *Essence*.

First of all, and perhaps more important, the group has been capitalized for more than a million dollars through Shearson, Hammill & Co., the stock brokerage concern.

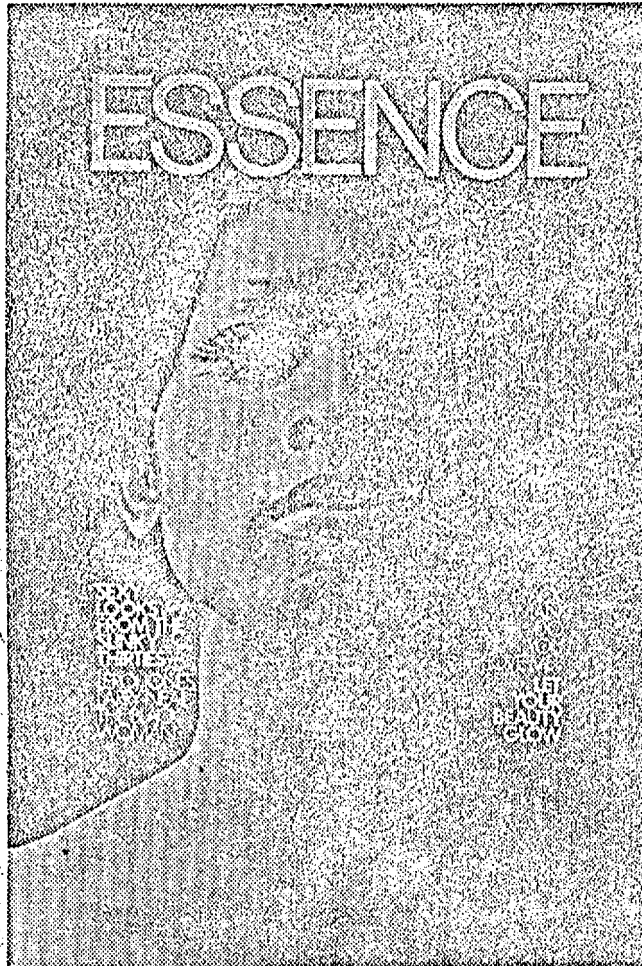
Time Inc. lent six executives full time and other support came from Cowles, the Columbia Broadcasting System, Holt Rinehart & Winston, Sandgren & Murtha, industrial designers; Newsweek, New York, Psychology Today and Institutional Investor magazines, and George Lois and Herb Lubalin, graphics greats. And there were more.

Gordon Parks, the multi-talented black photographer and writer, is the creative director of the magazine. "This will be a most complete and most beautiful magazine," he said and, added with some feeling, "for the first time in my life I'll be with a real, genuine black magazine."

There are a few whites on the *Essence* staff but, he observed, "they're pretty black inside."

Ruth N. Ross, former assistant editor of *Newsweek*, explained the planned editorial content for the magazine, which will be pretty much like any women's service magazine — food, fashion, beauty, fiction, entertainment, home, columns. But there will also be items on heritage and folklore.

"A little bit of each — the



Cover for the first issue of *Essence*, planned for April. Magazine's advertising will be done by Young & Rubicam.

essence of black people," she said, and mused that no longer would she hear the familiar, "But, Ruth, we already have one black story in the back of the book."

The audience at which the magazine is being aimed is the 18-to 34-year-olds, described by Mr. Blount as "the young inquisitive, acquisitive black woman."

Essence will start off slow with a guaranteed circulation of 150,000 in 145 cities in 25 top markets. (The ad page rates will be \$1,650 for black-and-white and \$2,500 for four-color.) The cover price will be 60 cents.

Judging by research reports available to general women's magazines, there is

a market for *Essence*. Redbook, for example, has some 535,000 "non-white" readers; *Woman's Day*, 786,000; *Good Housekeeping*, 1.3 million; and *Ladies Home Journal*, 1.1 million. McCall's has more than a million readers that are specifically "black."

Back in June when word of the monthly magazine first got out its working title was *Sapphire*. Sandgren & Murtha did the market research that came up with the present name. "It means the essential nature of things," said Mr. Blount, "it's a soft word ... black is the essence of all color ... the soul of things."

At the same time that *Sapphire* was announced, W. Warner Beckett in Hayward, Calif., was planning to start a

similar effort called *New Lady* with a \$70,000 loan from the Ford Foundation and advice and counsel from McCall's.

Mr. Beckett, now preparing his seventh issue, said yesterday from California that 90 per cent of reader reaction had been good and that the present circulation of 100,000 in 80 cities would be jumped with the May issue to 250,000. He has a New York advertising office at 261 Madison Avenue now but advertising has been light, some two to four pages an issue.

"Advertiser attitudes have been typical—wait and see," he said.

The other officers of the Hollingsworth Group are Edward Lewis, 29, executive vice president; Clarence O. Smith, 36, advertising sales director, and Cecil M. Hollingsworth, 28, circulation director. The officers, black businessmen all, first met at a series of meetings arranged by Shearson, Hammill, one of whose goals in establishing a Harlem branch was the hope that they could make a meaningful contribution toward the creation of a black-owned and controlled business.

Essence will be the result of that hope.

*

Coupon Carriers Tallied

The A. C. Nielsen Company, which spends a lot of time counting things (to a point w herethey are almost fanatic about it) has among its facilities the Nielsen Clearing House, which processed many of those coupons from print ads and direct mail.

And, since they like to count and tabulate, they can report that newspapers are the most frequent coupon carriers (43.7 per cent), followed by direct mail (21.6), magazines (14.2), in and on the package (11.1), and supplements (9.4). Radio and TV are tied at 0.

People

Bill D. Keress elected executive vice president and general manager of the Wyatt and Williams Division of Lennen & Newell, Inc.

Charles R. Guariglia named advertising manager of the Abercrombie & Fitch Company.